

REMARKS/ARGUMENTS

In light of the above amendments and remarks to follow, reconsideration and allowance of this application are respectfully requested.

New claims 17-27 are pending in this application. Claims 1-15 have been canceled.

Claims 1-7 were rejected under 35 U.S.C. §103(a) as being unpatentable over Roth et al. (U.S. Patent 6,285,987) in view of Giacalone (Published U.S. Application 2001/0052000).

The present claims are directed to delivering an advertisement using a network requiring, in relevant part "correlating an advertisement object with an object in content", "providing to a user content including the object with the advertisement object" and "displaying the object in the content with the correlated advertisement object in synchronism as one scene of the content." (Claims 16 and 22). The features of the present invention are shown in Figure 7 and supported on page 18, line 27 to page 20, line 4 of the specification. For example, the present invention may be applicable to realizing more versatile advertisement transactions in an auction for advertisement space. The claimed invention provides that an advertisement object, which would be designated for the advertisement space being auctioned, is correlated with an object in content, and that the object in the content and the advertisement object are displayed, to a user, in synchronism as one scene of the content.

Roth does not appear to disclose displaying, in synchronism, an object in content with an advertisement object which is correlated with the object in the content, as required by the present claims.

In addition, paragraphs [0020], [0042] and [0043] of Giacalone, or other portions of Giacalone, do not appear to cure the deficiencies of Roth regarding the claimed invention. Giacalone simply appears to disclose integrating content (e.g., pictures) and an advertisement object including a dynamic variable (e.g., prices). (See Giacalone, for example, at paragraph [0020]). As described in Giacalone, "[f]or example, if you set up a dynamic variable to contain the text for today's sale, the ad that features today's sale can take that text and insert it into the ad when it plays." (See Giacalone, for example, at paragraph [0043]). Giacalone does not appear to discuss displaying the object in the content with the advertisement object in synchronism as one scene of the content, as required in the present claims.

Accordingly, for at least this reason, Roth and Giacalone, alone or in combination, fail to obviate the present invention and the rejected claims should now be allowed.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

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Docket No.: SONYJP 3.0-871

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095.

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Respectfully submitted,

By 

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